

## Here Are Philadelphia's National Advertisers

Here is a list of the manufacturers of Philadelphia who are making Philadelphia known industrially by employing national advertising to sell their goods.

Few of them are large advertisers within the meaning of that phrase today. We believe that The Curtis Publishing Company, investing between \$200,000 and \$300,000 a year in advertising in other periodicals and newspapers, in addition to a large amount of space in its own columns, is the largest.

The list includes both advertisers in magazines and those who use other forms of general national advertising to the extent of \$2,500 a year or more.

Name.	Product.	Name.	Product.
S. L. Allen & Co.	Agricultural implements	Lippincott Pencil Co.	Pencils
Barber Asphalt Paving Co.	Roofing	Moore Push Pin Co.	Push pins
Blaisdell Paper Pencil Co.	Pencils	National Commercial Gas Association	Gas service
Bloch Go-Cart Co.	Go-carts	North Bros. Mfg. Co.	Hardware
J. G. Brill Car Co.	Car builders	Orinoka Mills	Draperies
W. Atlee Burpee & Co.	Seeds	Peet Bros.	Hooks and eyes
L. D. Caulk Co.	Dental supplies	Pennsylvania Railroad	Transportation
Cugley & Mullen	Birds and pet animals	Public Ledger	Newspaper
Curtis Publishing Co.	Periodicals	Quaker Lace Co.	Curtains and laces
De Long Hook & Eye Co.	Hooks and eyes	Roig & Langsdorf	Cigars
Electric Storage Battery Co.	Storage batteries	Scott Paper Co.	Paper products
George Evans Co.	Mum	Shane Bros. & Wilson	Flour
Fels & Co.	Soaps	H. D. Shivers	Cigars
A. H. Fox Gun Co.	Guns	Smith, Kline & French Co.	Baby food
Graves Toothpowder Co.	Dentifrice	W. M. Steppacher & Bro.	Men's shirts
Hershey-Sexton Mfg. Co.	Household appliances	Triplewear Hosiery Mills	Hosiery
Hess & Son	Paste solder	United Mills Mfg. Co.	Carpets, rugs, etc.
Chas. E. Hires & Co.	Beverages	Universal Pad Co.	Shoulder pads
J. S. Ivins' Sons	Food products	Watson & Co.	Skipper sardines
Janney-Steinmetz Co.	Auto sundries	S. F. Whitman & Son, Inc.	Confectionery
J. M. Shock Absorber Co.	Shock absorber	S. S. White Dental Mfg. Co.	Dental supplies
Atwater Kent Mfg. Works	Ignition systems	H. O. Wilbur & Sons	Confectionery
A. B. Kirschbaum Co.	Men's clothing	Yeiser Hook & Eye Co.	Hooks and eyes
		Zee-Zee Tire & Rubber Co.	Tires

This list contains the names of all national advertisers in the city of Philadelphia which we have on our list. There may be others. If reliable information can be supplied to us of any other Philadelphia manufacturers who invest in general advertising outside the city of Philadelphia in magazines, newspapers, street cars, outdoor publicity or other forms of general advertising—excluding, of course, circulars, booklets and similar printed matter—to an amount of \$2,500 a year or more, we shall gladly publish in a future advertisement such names.

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We do not assert that the advertisers here listed are employing the force of national advertising to its fullest efficiency for their own best interest. Many of them are investing less in proportion to their volume of business than we believe they should in order to insure success. Others are, in our opinion, not getting the fullest efficiency out of their advertising.

All of them, however, are spreading the name of Philadelphia and the fame of Philadelphia goods beyond the boundaries of the city and the state.

All of them are entitled to high credit for their employment of modern methods.

Among them we believe will be found the great commercial successes of the next decade in Philadelphia. But why shouldn't the list be twice as long?

*The Ladies' Home Journal*

*The Saturday Evening Post*

*The Country Gentleman*

THE CURTIS PUBLISHING COMPANY, INDEPENDENCE SQUARE, PHILADELPHIA